

Visitor's Index DECEMBER 2002

The Visitor's Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention and Visitors Bureau of the Asheville Area Chamber of Commerce. Unless otherwise noted, the figures reflect activity and sales for the month of December 2002.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (November)*	58.8	58.7	0.1	60.2	57.8	2.4
Impact	Hotel Sales (November) (six properties not reporting)	\$9,650,115	\$8,984,245	7.4%	\$61,740,612	\$56,932,204	8.4%
	Average Hotel Rate (November)*	\$64.64	\$61.55	5.0%	\$67.49	\$64.41	4.8%
	Revenue Par (November)	\$47.85	\$45.18	5.9%	\$60.03	\$56.13	6.9%
	Total Retail Sales (August 2002)**	\$302,775,423	(see note below)	N/A	\$2,290,690,527	(see note below)	N/A
	Total Airport Passengers (November)*	33,266	37,995	-12.4%	434,719	470,201	-7.5%
	Visitor and Convention Services	Asheville Visitor Center	7,929	9,586	-17.3%	86,605	78,332
	Black Mountain Visitor Center	1,099	1,589	-30.8%	19,032	18,422	3.3%
Convention Services	Groups Serviced - Meetings/Conventions	3	9	-66.7%	186	195	-4.6%
	Groups Serviced - Motorcoach	2	1	100.0%	34	25	36.0%
Meetings And Conventions	Convention Bookings	10	7	42.9%	88	77	14.3%
	Room Nights Generated	1,460	2,180	-33.0%	25,868	28,110	-8.0%
Conventions	Number of Delegates	1,175	1,610	-27.0%	20,695	17,642	17.3%
	Estimated Spending	\$542,063.40	\$938,515.05	-42.2%	\$11,281,096.76	\$14,810,263.50	-23.8%
	Sales Leads Distributed	12	14	-14.3%	143	147	-2.7%
Group Tour	Group Tours	141	93	51.6%	446	409	9.0%
	Room Nights	3550	2447	45.1%	12,960	11,140	16.3%
	Estimated Spending	\$539,245	\$371,699	45.1%	1,968,624	\$1,692,166	16.3%
	Sales Leads	39	60	-35.0%	97	111	-12.6%
International	Sales Leads	14	0	1400.0%	43	1	4200.0%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)**	22,675	14,867	52.5%	210,276	89,246	135.6%
	ExploreAsheville.com (User Sessions)**	47,905	36,348	31.8%	419,765	201,004	108.8%
	Visitor Inquiries	4,131	3,600	14.8%	56,818	61,344	-7.4%
Public Relations	Advertising Value (November)	\$200,658.34	\$670,820.73	-70.1%	\$2,024,861.99	\$2,245,483.85	-9.8%
	Column Inches (November)	1,002	2,073	-51.7%	8,054	8,535	-5.6%
	Total Circulation (November)	20,425,167	22,470,600	-9.1%	137,705,004	101,189,064	36.1%
	Significant Placements (November)	41	43	-4.7%	249	230	8.3%
	Journalists Assisted	17	14	21.4%	144	146	-1.4%

* Year-to-date numbers reflect a 2002 calendar year. All other figures reflect a July 1, 2002 - June 30, 2003 fiscal year.

** Official tracking of exploreasheville.com Web stats began Sept 1, 2002. There were no tourism pages on the site prior to that date. YTD figures will not reflect any calculations for July & August 2001..

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures comes from Buncombe County Finance Dept.

***Note: Beginning March 2002, retail sales totals are not comparable to previous reports. NC Dept of Revenue has changed the method for calculating sales totals.